Unit One: Activity One—Introducing the Rhetorical Situation: The Key Elements of the Rhetorical Situation

Directions For this assignment students should have read Thank You For Arguing as Summer Reading. We have a class set of Everything is an Argument and we will read sections from Chapter 1 which outlines the keys to argument. During this activity students will work in small groups to analyze rhetoric in the real world (advertisements, speeches, movies, newspapers, editorials, wherever they want). The teacher will then highlight key concept from the books as a framework for the rest of the course

Key Concepts to Introduce (hopefully reintroduce)

[Exigence](https://www.thoughtco.com/exigence-rhetoric-term-1690688), [Kairos](https://www.thoughtco.com/kairos-rhetoric-term-1691209), [Stasis](https://www.thoughtco.com/kairos-rhetoric-term-1691209), [Five Canons of Rhetoric](https://www.thoughtco.com/the-5-canons-of-classical-rhetoric-1691771) Invention, Arrangement, Style, Memory, and Delivery

Claims and Evidence

Thesis

[Logos](https://www.thoughtco.com/logos-rhetoric-term-1691264) (cause and effect, syllogism, analogy, statistics, definition)

[Pathos](https://www.thoughtco.com/pathos-rhetoric-1691598) (emotion or value)

[Ethos](https://www.thoughtco.com/ethos-rhetoric-term-1690676) (authority or validity)

**Summer Reading Persuasive Poster Assignment**

* **You will be placed into groups of no more than six.**
* **Get a tri-fold board**
* **Do each of the following, neatly and thoroughly**

**Have read carefully the chapters from**

***Thank you For Arguing by Jay Heinrichs (everyone will read chapters 1, 2, 25, and 26 and your group will have a particular chapter)* and think about the following questions**:

* What are the key concepts about argument within your chapters?
* What are some real-world examples of argument strategies associated with your chapter?
* How do those real-world examples illustrate your argument?

Everyone reads: 1: Open Your Eyes

2: Set Your Goals

25: Use the Right Medium

26: Give a Persuasive Talk

Group Assignments:

3: Control the Tense

5: Get Them to Like You

6: Make them Listen

9: Control the Mood

14: Spot Fallacies

16: Know Whom To Trust

19: Get Instant Cleverness

20: Change Reality

21: Speak Your Audience’s Language

**The assignment**:

On the left-hand side of the poster board write down key characteristics of the argumentative tools that *Thank You For Arguing* describes in your group’s chapter. Explain in your own words the characteristics and the key ideas for your chapter, what is the meaning of the chapter’s title? (at least five characteristics or qualities)

In the center create a collage of images which represent key ideas, arguments, or symbols from the real-world which illustrate the concepts from your chapter (this may be drawn or cut outs). Examples may come from but are not limited to the following:

* Political cartoons
* Advertisements
* Television shows and movies
* Songs
* Newspaper and magazine articles
* Advertisements and commercials
* Youtube videos
* Webpages
* Sporting events
* Everyday conversations

On the right-hand side write down explanations of how your real-world examples illustrate the concepts

Be prepared to present your poster and explain the key ideas including the degree to which you think the argument is supported and the degree to which you think this argument is relevant for today’s audience/society.

The accompanying rubric will be used for the evaluation of this assignment

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| |  | | --- | | **Summer Reading Poster Presentation Rubric**  Student Name:     \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period: \_\_\_\_\_\_\_\_ | |

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| CATEGORY | **Superior (45-50 pts)** | **Effective (40-44 pts)** | **Adequate**  **(35-39pts)** | **Inadequate/incomplete (34 and below pts)** |
| **Persuasive Argument, Claim, and Textual Support**  **50 points possible** | Persuasive argument is well explained and thoughtfully connects real-world examples to the characteristics from *Thank You For Arguing*. Supporting evidence from the text successfully defends the claims of the student. | Persuasive argument is explained effectively and supported by specific examples from the real-world to the characteristics in *Thank You For Arguing* | The persuasive argument is explained adequately but textual support may be limited, undeveloped, or lack a full understanding of the text. | Claim is not expressed clearly or elaboration of text is poorly done. |
| **Visual: 50 pts** | The visual elements are highly engaging and fluidly support the thematic explanation of the text. | Visual images are neat and developed and connect to the argument in a thoughtful and original manner. | Visuals are generally complete but the connection to the argument is limited. | Visuals seem to be thrown together with little thought put into the process. |
|  |  |  |  |  |

**Total: \_\_\_\_\_\_ Total: \_\_\_\_\_\_ Total: \_\_\_\_\_\_ Total: \_\_\_\_\_**

Quiz for Everything is An Argument and Thank You For Arguing

1. There are four different purposes for arguments (Everything is an Argument). Name three of them. Give an example of one of those types (2 points, one point for naming three of the purposes, one point for the explanation)
2. What are the three different types of argumentative appeals to audience? Explain what each type is. (2 points, one point for listing all three, one point for correctly explaining all three)
3. The three different occasions for argument are the past, future, and present.

Explain what an occasion for a future argument involves. (2 points)

1. According to *Thank you for Arguing* what are the three goals for what you can change in your audience. Select one and explain how you can change it. (2 points)
2. List Cicero’s 5 canons of persuasion. (one point for listing three or four, two points for listing five)
3. What are the four different aspects of the rhetorical situations? (the triangle) (2 points, one point for naming three, two points for naming all four)
4. Explain the difference between convincing and persuading and show an example of each. (2 points)
5. What are the six elements of the structure of a classical argument? (one point listing three, one and a half points for listing four or five, two points for listing all six)
6. What are the four virtues of style? ( one point for listing two or three, two points for listing all four)
7. The three different occasions for argument are the past, future, and present.

Explain what an occasion for a past argument involves. (2 points)

1. What are the five senses of persuasion? Which of these senses (pick only one) most appeals to logic? What does this appeal to logic? (2 points, one point for listing all five, one point for correctly identifying the one associated with logic and explaining why it is associated with logic)

**Review Notes over Everything is an Argument and Thank You For Arguing**

**Purposes and Reasons for Argument**

Convince/Inform

Persuade

Make Decisions

Understand/Explain

**Occasions**

Past-did this occur

Future-should we do, policy

Presents-values of society

**Kinds**

Fact

Definition

Cause and Effect

**Audience Appeals**

Ethos

Logos

Pathos

**Rhetorical Triangle (speaker, audience, message, context)**

Thank You for Arguing Notes

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| The 5 Canons from Cicero pp. 304-318 | Classical Outline structure (arrangement)  pp. 306-307 and pp. 319-347 remember this for our first paper and Rogerian Argument) | Style’s Virtues  pp. 309-310 | Goals  For Argument |
| **Invention** (context, research, discovery, how you come up with ideas)  **Arrangement** (organization see structure in next column)  **Style** (4 virtues how you select words, column 3)  **Memory (images in your mind you refer to construct your argument, a storehouse of ideas)**  **Delivery (how you deliver your message, voice, volume, stability, flexibility, tone, and diction)** | **Introduction** (ethos, gets audience’s interest and establishes goodwill-credibility or authority)  **Narration** (statement of facts, logos)  **Division** (list of points with which you and your opponent agree and where you disagree)  **Proof** (state your actual argument, logos)  Refutation (challenge your opponent’s argument)  **Conclusion** (restate your best points, explain why you have been successful, call to action -pathos) | **Proper Language** (words suit occasion and audience)  **Clarity** (clearness of language)  **Vividness** (create visual images for audience, details, description, appeal to the senses)  **Decorum** (fitting in with your audience, appropriateness of your speech for your audience)  **Ornamentation**  (rhythm and clever, does it sound good when you read it aloud, flow) | **Mood** (emotions)  **Mind** (thoughts)  **Willingness** (actions) |